

*Sub C*  
1. A business method relating to beverage containers comprising:

*B1*  
conveying by revenue producing sale a right to attach indicia to consumer removed, flexible and collectible protective members to be adhered to beverage containers;  
manufacturing the protective members;  
applying indicia to the protective members; and  
adhering the protective members to the containers.

*Sub C3*  
16. A business method relating to beverage containers comprising:

*B2 Sub C3*  
conveying by revenue producing sale a right to attach indicia to consumer removed, flexible and collectible protective members to be adhered to beverage containers;  
manufacturing the protective members in an hourglass configuration to facilitate adherence to a top and convex side of a container without deformation and without wrinkling of a material of the protective member;  
applying indicia to the protective members; and  
adhering the protective members to the containers.

17. A business method relating to beverage containers comprising:

conveying by revenue producing sale a right to attach indicia to consumer removed, flexible and collectible protective members to be adhered to beverage containers;

*B2C3* manufacturing the protective members;

applying indicia to opaque protective members by printing on the underside thereof to facilitate using the method for such things as games of chance, premiums, collectibles, redeemables, merchandise acquisition means, and prizes without a user knowing in advance of protective member removal which of a plurality of chances the user has obtained; and

adhering the protective members to the containers.